



THE FRUIT OF ADVERTISING

Back when our century was young, oranges were a rare and expensive treat to be enjoyed only at Christmas and other special occasions.

Then advertising started telling the nation about the health benefits of vitamin-rich oranges in daily diets.

Today, millions of families start the day with oranges or orange juice—and are better off for it. Today, growing, processing and shipping oranges and juice give employment to thousands of people. Today, oranges and orange juice are no

longer rare or expensive—this is the fruit of advertising.

That's how advertising works.

It tells millions about products that can make a person healthier, happier, wiser, better looking, more comfortable, safer. As demand grows, products can be improved in quality and lowered in price through mass production. As new industries grow, new jobs are created. That's how our free economy operates to give Americans a standard of living unmatched by any other country in the world.

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